MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BRM2834- RESEARCH METHODOLOGY
(DISTANCE EDUCATION)

29 FEBRUARY 2020
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of two (2) pages (excluding this cover page).

2. Answer ALL questions.

3. Please write your answer in the answer booklet provided.

There are FOUR (4) structured questions in this question paper. Answer ALL questions. Each question carries 25 marks.

QUESTION ONE

a) What is literature review? Why do we need to review the literature?   (5 marks)

b) Describe **five** functions of literature review.   (15 marks)

c) List down any **five** data sources that can be used in the literature review.   (5 marks)

(Total = 25 marks)

QUESTION TWO

a) Kedai Runcit is an upscale neighbourhood store that sells premium groceries and household supplies. In order to enhance its performance, the management intends to conduct a research to get customer feedback on their existing products and services.

Classify **two** measurable characteristics for each of the objects below that are available in Kedai Runcit.

  i.   Store employees
  ii. Physical building of the store
  iii. Customer service
  iv. Food products
  v.   Household supplies

(15 marks)

b) We can use a measuring tape to measure the length of a fabric. Likewise, we can use a cup to measure the amount of flour used in baking. However, we cannot easily measure the level of happiness or sadness that each person experiences.

Based on the situation above, why are certain objects can be easily measured? In contrast, why do we find it difficult to measure human behavior? Use examples to better illustrate your answer.

(10 marks)

(Total =25 marks)

Continued....

QUESTION THREE

a) What is sampling? (5 marks)

b) What are **two** reasons for conducting a sampling process? (5 marks)

c) Describe the **five** major steps in the sampling process. (15 marks)

(Total =25 marks)

QUESTION FOUR

a) Using an example, illustrate the different types of measurement scales as follows:

    i.   Nominal scale
    ii. Ordinal scale
    iii. Interval scale
    iv. Ratio scale (16 marks)

b) What are suitable measurement scales for the following variables?

    i.   Customer gender
    ii. Employee personality
    iii. Toddlers' preferences for different types of cereal
    iv. Product quality
    v. Level of financial investment
    vi. Medal winners in the SEA Games
    vii. Nationality of SEA Games athletes
    viii. Number of children
    ix. Examination marks (9 marks)

(Total =25 marks)

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